

CHAPTER III

RESEARCH METHOD

3.1 Research Design

This research is included in qualitative research. Qualitative methods base research on data in the form of words, phrases, clauses, sentences and discourses obtained. It is related to the object of this research. The use of this method is because the phenomena being analyzed need to be described. The analysis is in terms of the use of language variations and the function of language in coffee shop signboards. In addition, the data of the research and analysis is qualitative (Moleong, 2017).

The design of this research is descriptive qualitative. Descriptive method is research method that is the main purpose is describes about a phenomenon. The linguistic phenomenon in Kota Probolinggo in this research is analyzing by word. This research describes well the answer of problem of the study by description. There is number too on findings to show total of language used and it make easier to understand by the readers. The number is used to shows the total of the language used and it presented in a table. Moreover, the number use to indicate which language is dominant. The number is not main goals of the research. It is used to help determining the majority until minority of language that used in research area. The results of the analysis are revealed clearly by description about language used of the cafe's name on their signboard and the function of signboard is conveyed by words (Pertiwi & Dr. Mulyono, 2021).

3.2 Data Sources

3.2.1 Data

The data is distinguished into two categories namely primary data and secondary data. According to (Sudaryanto, 2015), primary data is central to research performance. This data is an object that has problems that need to be analyzed or understood. Primary data is also referred to as initial data and advanced data or basic data that is collected specifically for analysis. There is many difficulties when analyzing the primary data. That can be ineffective research and there are difficulties to obtain accuracy of the results. Therefore, it is necessary to have secondary data to overcome these problems.

According to (Sudaryanto, 2015), secondary data is data that is used to support the results of primary data analysis. The existence of secondary data is not to be analyzed as primary data. Secondary data is used to validate the truth or falsity of the results of primary data analysis. In addition, the secondary data can validate the accuracy of analysis. The analysis should not contradict with secondary data. Both are should be complement each other.

The form of primary data is lingual unit (Sudaryanto, 2015). The lingual unit of this research is word and phrase that is the result of observation. The primary data of this research is the name of coffee shop that is write on signboard.

The form of secondary data is lingual, meta-lingual and non-lingual because the data is produce by the researcher or informant. Meta-lingual means the secondary data understood logically, there is no utterance that is stated the data, but society knows it by their knowledge without explanation by the others.

Non-lingual refers to not logic data or unreasonable data (Sudaryanto, 2015). The secondary data of this research is the result of library study which is kind of language, translation of language used, meaning of word, and coffee shop history. On the other hand, the result of interview is utterance or statement from informant.

3.2.2 Research Area

Probolinggo is an area located in the eastern part of East Java. In general, the total area of Probolinggo is around 1,752 km². Administratively, Probolinggo is divided into two administrative regions, namely Probolinggo City and Probolinggo Regency. Research area of this research is in Kota Probolinggo. Kota Probolinggo is a one of town in East Java province. Kota Probolinggo is bordered by the Madura Strait in the north, and Kabupaten Probolinggo in the east, south and west. Kota Probolinggo is located at coordinates 7 43'41"- 7 49'04" South Latitude and 113 10' - 113 15' East Longitude, with a coastline of 7 km² and is located at an altitude of 0 - 50m above sea level (Kota Probolinggo.Go.Id, 2021).

The area of Kota Probolinggo is 56,667 km², divided into five kecamatan and twenty nine kelurahan. That is include Kecamatan Kademangan consist of six kelurahan namely Kademangan, Ketapang, Pilang, Pohsangit Kidul, Triwung Kidul dan Triwung Lor; Kecamatan Kanigaran consist of six kelurahan namely Curahgrinting, Kanigaran, Kebonsari Kulon, Kebonsari Wetan, Sukoharjo and Tisnonegaran; Kecamatan Kedopok consist of six kelurahan namely Jrebeng Kulon, Jrebeng Lor, Jrebeng Wetan, Kareng Lor, Kedopok and Sumber Wetan; Kecamatan Mayangan consist of five kelurahan namely Jati,

Mayangan, Mangunharjo, Sukabumi, and Wiroborang; and Kecamatan Wonoasih consist of six kelurahan namely Jrebeng Kidul, Kedung Asem, Kedung Galeng, Pakistaji, Sumber Taman and Wonoasih (Kota Probolinggo.Go.Id, 2021).



Picture 3.1 The Map of Kota Probolinggo
(Source: https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTCHp9voBJyXmO7vnssf2CSdNmVJSUuWdTr_w&usqp=CAU)

Kota Probolinggo is unique area because the majority of the societies are Javanese speakers namely *Pandalungan* society. They live in *Pandalungan* culture. The culture is formed by assimilation of Javanese and Madurese culture (Tjahyadi et al., 2020). At the same time, the culture is known as hybrid culture. That is being uniqueness of this area.

The language use in Probolinggo is varied. The languages that found in the

Kota Probolinggo are not only Indonesian, there are others languages such as English, Javanese, Madurese, Kawi, and so on. The society can use at least three languages in everyday life namely Javanese, Madurese, and Indonesian. They can mix our languages when speak and write too. It is proved by researcher which is stated “Probolinggo Pandalungan is a society that uses a mixture of Javanese, Madurese and sometimes Indonesian in their daily language” (Tjahyadi, 2021).

The international destination in Probolinggo is *Bromo*. There are many tourists who are holiday or stay for a while in there. Tourist visits from various countries can affect the presence of language in Probolinggo especially foreign language. The existence of Kawi language is proved by Mauliddian on her work which is entitled “Public Sign of Kawi Language in Kota Probolinggo: Linguistic Landscape Study”

The language varieties condition in Probolinggo gives an impact to the language use in coffee shop signboards. Some people use monolingual Indonesian or foreign language. Many name of coffee shop use bilingual. They mix Indonesian into local language/ foreign language. Then there are local language uses as monolingual on the name on coffee shop signboards.

3.3 Population and Sample

Population is all of community, area, and data that are object of the research. Sample is part of population. This research is used sampling of data to interview. The sampling technique used was purposive sampling which is a type of non-random sampling. Purposive sampling is a sampling technique by

providing self-assessment to the sample among the selected population (Sampoerna University.Ac.Id, 2022).

According to Arikunto (2006), purposive sampling is a data collection technique based on certain considerations not randomly to achieve certain goals. It means if there are some standart that should be criteria of sampling. There are some of the criteria that must be met in sampling (each category below minimal one coffee shop that is in interview), namely:

1. The name is in foreign language.
2. The word of coffee shop name obeys the way of writing.
3. The one of old and new coffee shop in Kota Probolinggo.

The population of coffee shop in Kota Probolinggo is twenty-three. The total of sample is seven coffee shops. The sample namely: *Colabora, Luwih Cafe, Quatro Coffee & Eatery, Barrel Coffee Garage, Kopi Siipp & Toast, Kawan, and Latar.*

3.4 Data Collection Method

Qualitative research uses observation, interview, and library study (Moleong, 2017). The three ways to collecting the data in this study following this step:

a. Observation

The observation as a first step to collect the data by goes to the research area to observe the object in this research (Astrinita, 2019). The researcher visit research area and search all of coffee shop there. This step collects data by take a picture of coffee shop signboard in Probolinggo use phone camera.

b. Library Study

Library study is data collection method that is find the data and information through document, like written document, electronic document, or picture and photos (Safira, 2022). This research use written document and electronic document which is refers to dictionary and website. The dictionary is used to get the translation of each language, kind of language, and coffee shop history.

c. Interview

The researcher interviews with some informant of each coffee shop that is as sampled coffee shop for the interviews. The interview requires generally unstructured question and open-ended. It is design to get the information about language used, the name itself, and signboard function. It refers to Creswell (2007) in (Astrinita, 2019) who said that interviews may be conduct using unstructured, open-ended questions, and using interview notes.

Interview is completed within four days which is each day interview in one, two until three coffee shop. The first day is in *Quatro* Coffee & Eatery. The second day is in *Colabora*, *Luwih* Cafe, and *Latar*. The third day is in Barrel Coffee Garage and *Kopi Siipp* & Toast. The last day is in *Kawan*. The informant of each coffee shop is just one informant. There are several characteristic of informant:

1. Male or female.
2. The age is seventeen until sixty years old.
3. Physically and mentally healthy.

4. The employees or senior barista, but preferred the owner of coffee shop.

3.5 Data Analysis Method

Analysis data is an effort to describe data until getting answer of problem of the study. The data analyze use identity method. According to (Sudaryanto, 2015) identity method is method that use tools analyze from outside of language part. This research uses written language as a tool to analyze namely orthographical and translation identity method. That use because the data in the form of written. This research analyze the linguistic landscape phenomenon according to written language that display on the signboard. On the other hand, this research used other language as reference when analyze the written language.

The data are analyzed after collecting data from three ways namely observation, library study, and interview. The data grouped by the language type and language used. Second, write on the table which is has three columns. The columns are language type (mono/bi/trilingual), language, and total. Third, describe the language used and function of each coffee shop signboard based on the library study and interview result. The function that analyze in this research is just informational function. The symbolic function is not analyzed in this study.

3.6 Data Validity Method

The validity method in this study is rechecking. Re-checking is a method that proof of information obtained previously. The data source refers to re-checking the data to get the data validity in studying the findings obtained. Qualitative analysis can be done after a period of data collection is completed or

get findings to increase confidence in the validity of the research conclusion. The data that has been obtained by the data source check use dictionary, interview result and then analysis and result is collected. The last step is concludes all of the result that has been collected at the end as findings.

3.7 Data Analysis Description Method

The data analysis description method of the study is informal. This method describes data that is obtained description analyzed of language use in coffee shop signboard and the function of language in sign. The description use word to reveal and describe about analysis. There is table too on analysis, but it just show the readers about language used and make it easy to understand.